



Project Based Learning

Title of Project : Travel Planning Application: Design a travel planning app that helps users research destinations, plan itineraries, and book accommodations with a focus on ease of use and visual appeal.

Sr.No	Name of Students	PRN No
1	SARTHAK LOHAR	B24IT1035
2	PRANAV CHAVAN	B24IT1038
3	DHIRAJ BHOSALE	B24IT1028
4	RUSHIKESH GADEKAR	B24IT1060

Date:

Faculty In-Charge

CHAPTER 1

Introduction

1.1 Brief overview of the project.

Wireframing in mobile app development is the creation of a basic visual representation, a skeletal blueprint, outlining the app's structure, layout, information architecture, and user flow, focusing on functionality rather than visual aesthetics. For travel apps, core features typically include flight and hotel booking, itinerary planning, GPS-based location services, real-time booking capabilities, user reviews, and often currency converters and language translation. The wireframing process generally involves understanding user needs, defining user flows (mapping user journeys for key tasks like booking or searching), sketching initial layouts (low-fidelity wireframes), refining these into more detailed digital wireframes (mid-fidelity), and sometimes creating interactive prototypes (high-fidelity) for testing and feedback. Popular tools for creating these wireframes include Figma, Lucidchart, Balsamiq, and Mockplus. The benefits of wireframing a travel app are numerous, including improved collaboration among stakeholders, early identification and resolution of usability issues, efficient use of development resources, enhanced user experience by focusing on intuitive navigation and clear information hierarchy, and better client involvement through a tangible representation of the app's functionality. Examples of travel app wireframes often showcase screens for search and booking processes, accommodation listings, itinerary views, and map integrations. Key considerations when wireframing a travel app involve carefully planning the information architecture (how content is organized), ensuring intuitive navigation between different sections and features, and designing user interface elements (buttons, menus, forms) that are relevant and easy to use for travel-related tasks. Ultimately, the wireframing process and its deliverables, such as wireframe documents and interactive prototypes, contribute significantly to a comprehensive research report on travel app development by providing a clear, visual foundation for understanding the app's proposed functionality, user experience design, and overall structure, facilitating informed discussions and decision-making throughout the development lifecycle.

1.2 Objective: (3-4 lines only)

Here are the key objectives of the project :

- To create a foundational blueprint for a mobile travel application through wireframing.
- This process involves visually outlining the app's structure.
- It also involves outlining the app's key features.
- Furthermore, it includes visually outlining the user flow.
- The focus of wireframing is on functionality.
- The focus is also on user experience, prior to detailed design.
- The wireframes will serve as a guide for development.
- This guide will ensure a user-centric design.
- The design will address the needs of modern travelers.

1.3 Importance of UX in making travelling simple and accessible.

In the realm of travel applications, a well-executed user experience (UX) is paramount in ensuring simplicity and accessibility for all users. The best travel app designs prioritize simplicity, allowing users to easily understand and navigate the app, especially when they are in unfamiliar locations. A clear hierarchy and logical organization of content and elements are crucial to prevent users from feeling overwhelmed and to make navigation intuitive.

By focusing on the user's perspective and understanding their needs and goals, a travel app can be designed to help them achieve tasks like booking travel or finding attractions with ease. An intuitive interface with plain menus, a structured design, and discernible buttons ensures that even first-time users can navigate the app without difficulty. Furthermore, a smooth and consistent user flow, with clearly labeled icons and without unnecessary complexities,

contributes significantly to a positive user experience. Ultimately, a travel app that prioritizes UX makes trip planning easier and more accessible, consolidating various functionalities into a single, user-friendly platform.

CHAPTER 2

UX Research Report

2.1 Research Methods

- Surveys, Interviews, Competitive Analysis.

2.2 Survey Results & Interviews

- **Survey Insights** (Functional and nonfunctional requirement).

Survey Insights for a Budget Travel App

These insights are inferred from the focus of the interview questions and the user FAQs. A real survey would gather this data directly from your target audience.

Common Challenges Faced by Budget Travelers (Inferred Needs):

- Finding Affordable Options: The core challenge revolves around locating budget-friendly accommodation, transportation, and activities.
- Information Overload & Comparison: Sifting through numerous options and comparing prices and quality across different platforms can be time-consuming and overwhelming.
- Lack of Local Knowledge: Budget travelers often seek authentic, local experiences but may lack the resources to find them easily.
- Uncertainty & Trust: Especially when booking less conventional or very affordable options, trust and reliability are significant concerns.
- Planning Complexity: Coordinating different aspects of a trip (transport, stay, activities) on a budget can be complex and require significant planning effort.

Preferred Features (Based on Interview Questions and User FAQs):

- Budget-Friendly Search Filters: Advanced filters to specifically search for deals within a defined budget for accommodation, flights, and activities.
- Price Comparison Tools: Clear side-by-side comparisons of prices from different platforms.

- Community-Sourced Tips & Recommendations: A platform for users to share budget travel hacks, local gems, and advice.
- Itinerary Sharing: The ability to easily share and collaborate on trip plans with friends.
- Booking Capabilities: Integrated booking for flights, hotels, and potentially budget-friendly tours or experiences.
- Deals & Promotions: A dedicated section for highlighting current discounts and special offers.
- User Reviews & Ratings: Comprehensive and trustworthy reviews to help users make informed decisions.
- Offline Access (Potentially): Access to saved itineraries or maps offline could be beneficial for budget travelers with limited data.
- Currency Conversion: Easy-to-use currency converter for international travel.
- Transportation Options: Information and potentially booking for budget transportation like buses, trains, or ride-sharing.

List of Functional Requirements:

Functional requirements define *what* the system should do.

- User Authentication: Secure login and registration for users.
- Destination Search: Ability to search for destinations using keywords, categories, and potentially maps.
- Accommodation Search & Filtering: Search for hotels, hostels, guesthouses, etc., with budget filters (price range, amenities).
- Transportation Search & Filtering: Search for flights, trains, buses, etc., with budget filters (price, travel time).
- Activities/Experiences Search & Filtering: Search for tours, free activities, local experiences with budget filters.
- Price Comparison: Displaying prices from multiple sources for accommodation, transport, and activities.
- Booking Management: Ability to book and manage reservations.
- Itinerary Creation & Management: Tools for users to create, save, and organize their trip itineraries.
- Itinerary Sharing: Functionality to share itineraries with friends via links or social media.
- User Reviews & Ratings: System for users to submit and view reviews and ratings for accommodations, activities, etc.
- Deals & Promotions Display: A section to showcase available discounts and special offers.
- User Profiles: Ability for users to save preferences and booking history.
- Notifications: Alerts for price drops, booking confirmations, and other relevant information.
- Currency Conversion: Displaying prices in different currencies.

- Mapping & Location Services: Integration with maps to view locations and nearby points of interest.
- Payment Gateway Integration: Secure processing of payments for bookings.
- Customer Support: Channels for users to seek help (e.g., FAQs, contact forms, live chat).

List of Non-Functional Requirements:

Non-functional requirements define *how well* the system should perform.

- Performance: The app should load quickly and respond to user interactions efficiently.
- Scalability: The app should be able to handle a growing number of users and data.
- Security: User data and payment information should be protected with appropriate security measures.
- Usability: The app should be intuitive, easy to navigate, and user-friendly for the target audience.
- Reliability: The app should be stable and function without frequent errors or crashes.
- Availability: The app should be accessible to users most of the time.
- Maintainability: The codebase should be well-structured and easy to maintain and update.
- Accessibility: The app should be accessible to users with disabilities (following WCAG guidelines).
- Responsiveness: The app should adapt seamlessly to different screen sizes and orientations on various mobile devices.
- Battery Efficiency: The app should minimize battery consumption.
- Data Usage Efficiency: The app should minimize data usage, especially for users with limited data plans.
- Localization: Support for multiple languages and currencies.

These insights and requirements provide a solid foundation for planning and developing your budget travel app.

- **Interview Summaries** (Direct quotes and pain points from users).

Okay, here are some example interview summaries, including direct quotes and pain points.

Interview Summaries

Common Themes & Pain Points Emerging from these Summaries:

- Affordability is Paramount: The primary concern is finding the cheapest possible options without sacrificing basic needs like safety and cleanliness.
- Transparency is Key: Users are frustrated by hidden costs and want clear, upfront pricing.
- Reliability & Trust are Important: Especially with budget options, users need reassurance about the quality and safety of bookings.
- Community & Recommendations are Valued: Peer reviews and tips from other budget travelers are highly influential.
- Planning Can Be Overwhelming: Coordinating different budget elements of a trip requires significant effort.
- Access to Local & Authentic Experiences: Budget travelers often seek genuine cultural immersion without high costs.

2.3 User Personas

- Create 2-3 personas representing different user types (e.g., student, working professional, small business owner).
- Include **goals, frustrations, behaviors, and motivations.**

User Personas: Budget Travel App

Here are 3 user personas representing different types of budget travelers:

Persona 1: Elena, the Student Explorer

- Name: Elena Rodriguez
- Age: 22
- Occupation: University Student (History Major)
- Location: Los Angeles, CA
- Quote: "I want to see the world without emptying my bank account. It's about the experience, not the luxury."

Goals

- Experience different cultures and historical sites.
- Travel as frequently as possible within a limited budget.
- Find affordable accommodation (hostels, budget hotels) and transportation.
- Connect with other travelers and share experiences.
- Discover free or low-cost activities and attractions.

Frustrations

- High cost of flights and accommodation.
- Difficulty finding reliable information on budget travel options.

- Feeling overwhelmed by the amount of planning required.
- Missing out on authentic experiences due to tourist traps.
- Limited funds for food and activities.

Behaviors

- Actively seeks out deals and discounts on flights, accommodation, and activities.
- Prefers budget-friendly transportation (buses, trains, ride-sharing).
- Books accommodation in hostels or shared apartments.
- Relies heavily on online research, travel blogs, and social media for information.
- Travels during off-peak seasons to save money.
- Prioritizes experiences over material comforts.

Motivations

- Desire for adventure and exploration.
- Passion for learning about different cultures and history.
- Value of authentic experiences and personal growth.
- Opportunity to meet new people and expand social network.
- Sense of independence and freedom.

Persona 2: Ben, the Working Professional on a Budget

- Name: Ben Carter
- Age: 30
- Occupation: Software Engineer
- Location: Austin, TX
- Quote: "I work hard, so I want to travel, but I also need to be smart about my spending. I want good value for my money."

Goals

- Maximize vacation time and explore new destinations.
- Find a balance between affordability and comfort.
- Plan trips efficiently and minimize stress.
- Experience local culture and cuisine.
- Maintain a reasonable budget without sacrificing enjoyment.

Frustrations

- Limited vacation time.
- Difficulty finding flights and accommodations that fit both his budget and schedule.
- Lack of flexible booking options.
- Feeling like he's missing out on local experiences due to time constraints.
- Balancing work responsibilities with travel planning.

Behaviors:

- Books flights and accommodation in advance to get better deals.
- Uses travel apps and websites to compare prices and find the best options.
- Looks for mid-range accommodation that offers good value for money.
- Prioritizes efficient travel and minimizes layovers.
- Allocates a specific budget for each trip.
- Seeks out local recommendations for restaurants and activities.

Motivations

- Desire to relax and recharge from work.
- Interest in exploring new places and cultures.
- Value of efficient and well-planned travel experiences.
- Opportunity to try new things and broaden his horizons.
- Sense of accomplishment from planning a successful trip.

Persona 3: Maria, the Frugal Entrepreneur

- Name: Maria Rodriguez
- Age: 27
- Occupation: Small Business Owner (Online магазин)
- Location: Buenos Aires, Argentina
- Quote: "I run my own business, so I'm flexible, but I need to be super careful with my money. Travel is a priority, but it has to be done smartly."

Goals

- Combine travel with remote work to maximize time and experiences.
- Find the most cost-effective ways to travel and live abroad.
- Build a network of international contacts.
- Immerse herself in local cultures for extended periods.
- Maintain a healthy work-life balance while traveling.

Frustrations

- Unstable income can make budgeting unpredictable.
- Difficulty finding reliable Wi-Fi and workspaces while traveling.
- Lack of affordable long-term accommodation options.
- Time-consuming research to find the best deals and resources.
- Feeling disconnected from her business while away.

Behaviors

- Travels slowly and stays in destinations for longer periods.

- Works remotely while traveling to sustain income.
- Uses co-working spaces or cafes with Wi-Fi.
- Seeks out budget-friendly long-term accommodation (apartments, shared housing).
- Uses social media and online communities to find travel deals and connect with other digital nomads.
- Cooks her own meals and seeks out local markets to save money.

Motivations

- Desire for freedom and location independence.
- Passion for experiencing different cultures and lifestyles.
- Opportunity for personal and professional growth.
- Value of flexibility and autonomy.
- Building a global network and expanding business opportunities.

2.4 Journey Maps

- Visual representation of how users track their finances.

Stage	Action	Thought	Feeling	Pain Point
Dreaming/Planning	Researches destinations, looks for deals	"Where can I go that's cheap and interesting?"	Excited, Hopeful	High cost of flights and accommodation; Difficulty finding reliable budget info
Booking	Books flights & accommodation (hostels)	"Is this the best deal I can find?"	Anxious, Cautious	Feeling overwhelmed by planning; Uncertainty about quality/location
Pre-Trip	Plans itinerary, looks for free activities	"How can I experience the culture cheaply?"	Enthusiastic, Resourceful	Missing out on authentic experiences due to tourist traps; Limited funds for activities
During Trip	Explores, uses budget transport, seeks local spots	"I want to see the real [place]!"	Curious, Adventurous	Limited funds for food and activities; Potential for unexpected costs
Post-Trip	Reflects, shares experiences online	"That was amazing, but I spent too much!"	Satisfied, Reflective	Desire for more budget-friendly travel options in the future

Stage	Action	Thought	Feeling	Pain Point
Dreaming/Planning	Looks at destinations fitting limited time & budget	"Where can I go that's worthwhile and affordable?"	Eager, Practical	Limited vacation time; Difficulty finding options matching both budget & schedule
Booking	Compares flights & mid-range accommodation	"I need good value for my money and time."	Efficient, Strategic	Lack of flexible booking options
Pre-Trip	Plans efficiently, seeks local recommendations	"How can I maximize my short trip?"	Organized, Focused	Balancing work responsibilities with travel planning
During Trip	Explores key sights, tries local cuisine	"I want to experience the local culture."	Relaxed, Engaged	Feeling like he's missing out on local experiences due to time constraints
Post-Trip	Returns to work, reflects on trip	"It was good to get away."	Refreshed, Content	Desire for longer and less rushed trips in the future

- Identify **pain points & opportunities.**

Overall, the analysis of Elena, Ben, and Maria reveals several key themes and overarching opportunities for a travel application focused on budget-conscious travelers:

Pain Points:

- The Trade-off Between Cost and Quality/Experience: All three personas struggle with finding affordable options that don't compromise on the quality of their accommodation or the authenticity of their experiences.
- Information Overload and Trust: Sifting through numerous websites and reviews is time-consuming and often leads to uncertainty about the reliability of information, especially regarding budget options.
- Planning Complexity: Finding affordable flights, accommodation, and activities, while optimizing time and budget, requires significant effort and planning.
- Limited Access to Authentic Local Experiences on a Budget: Tourist traps often dominate, making it challenging for budget travelers to connect with the local culture genuinely.
- Managing Finances While Traveling: Budgeting, tracking expenses, and finding cost-effective solutions for food, transportation, and activities are constant concerns.

Opportunities:

- **Building Trust and Transparency:** An app can establish trust by providing verified information, transparent pricing, and reliable reviews specifically tailored to budget-conscious travelers.
- **Streamlining the Planning Process:** Centralizing the search for affordable flights, accommodation, and activities, along with offering curated budget-friendly itineraries, can save users significant time and effort.
- **Facilitating Authentic Local Experiences:** Connecting travelers with locals or highlighting off-the-beaten-path, budget-friendly cultural experiences can enhance the travel experience.
- **Empowering Budget Management:** Integrating tools for budgeting, expense tracking, and finding cost-effective options within the app can help users stay within their financial limits.
- **Catering to Specific Needs:** Recognizing the distinct needs of different budget traveler segments (students, working professionals, digital nomads) and offering tailored features and recommendations can create a more valuable and user-centric experience.

CHAPTER 3

UX Audit Document

3.1 Heuristic Evaluation of Existing Travelling Apps (If applicable)

- Usability issues in popular Travelling apps.

3.2 Key UX Issues Identified

- Difficult navigation, lack of visual clarity, complex onboarding, overwhelming data presentation, etc.

Website Name: Airbnb

1. Heuristic Evaluation Using Jakob Nielsen's Principles

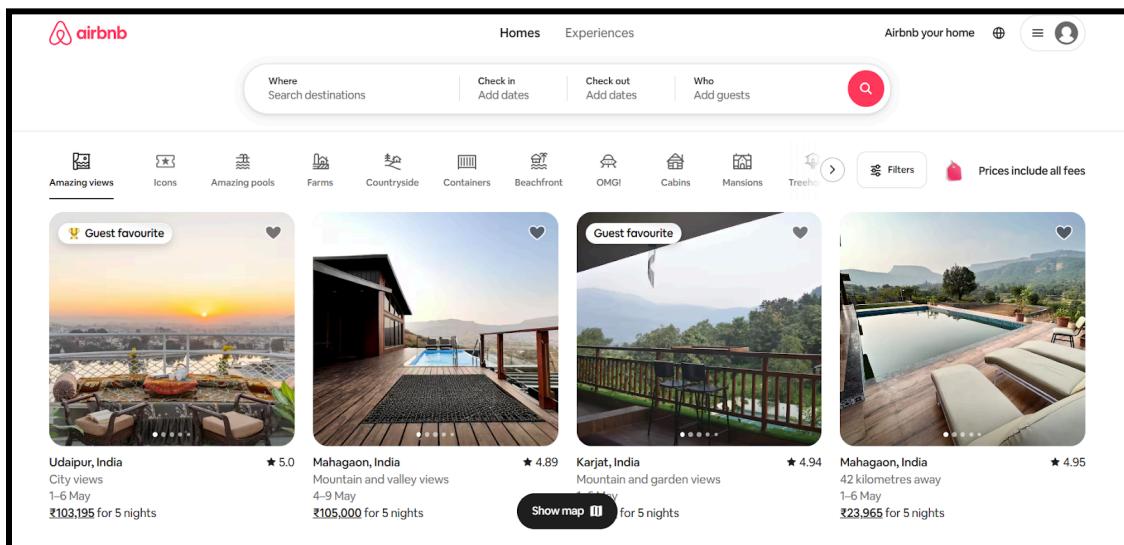
Heuristic 1: Visibility of System Status

Description:

The system should always keep users informed about what is going on, through appropriate feedback within a reasonable time.

Findings:

- Issue: No specific notification bar for notifications.
- Screenshot 1:



- Recommendation: This problem can be removed by making the logo non redirecting to anything. Simply the logo should be logo only

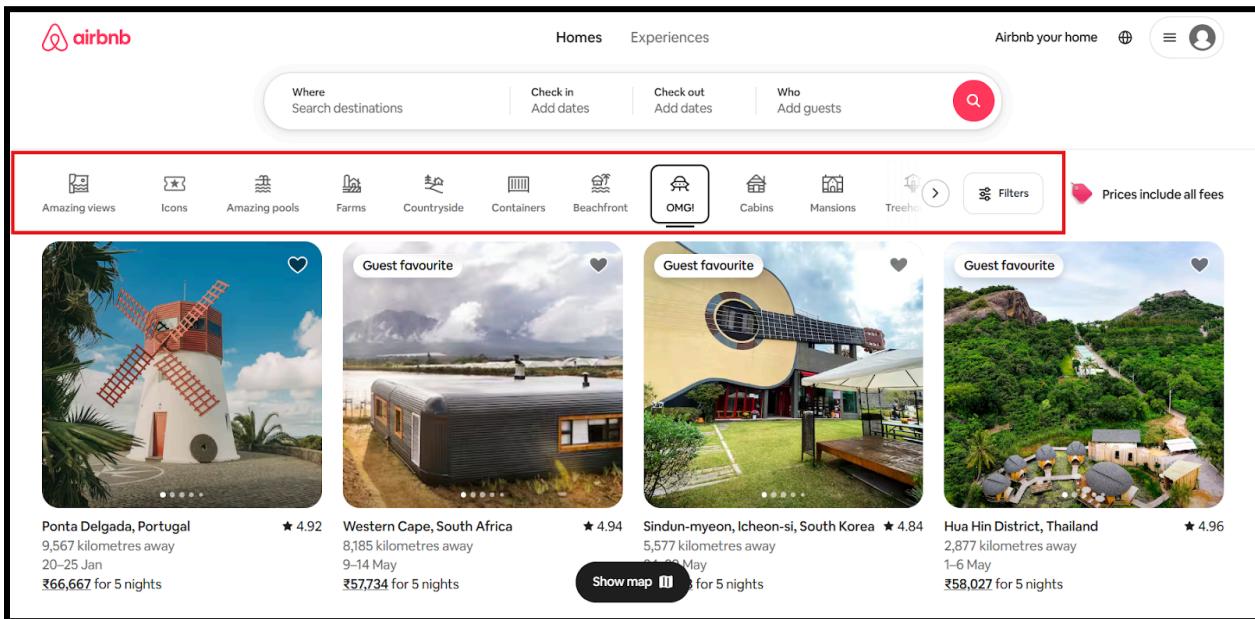
Heuristic 2: Match Between System and the Real World

Description:

The system should use language and concepts that are familiar to the user, rather than system-oriented terms.

Findings:

- Issue: The Taskbar is not much user friendly. The options are not much understandable
- Screenshot 2:



- Recommendation: Replace technical jargon with terms citizens or users are familiar with, such as updating the dropdown menu so that it appears quickly on the website and also updating the icons so that the user can use it easily.

Heuristic 3: User Control and Freedom

Description:

Users should have the freedom to undo or redo actions, and the system should provide a way to exit from unwanted situations.

Findings:

- Issue: Null
- Recommendation: The website should integrate those features in the website itself making it more user friendly and easy to navigate.

Heuristic 4: Consistency and Standards

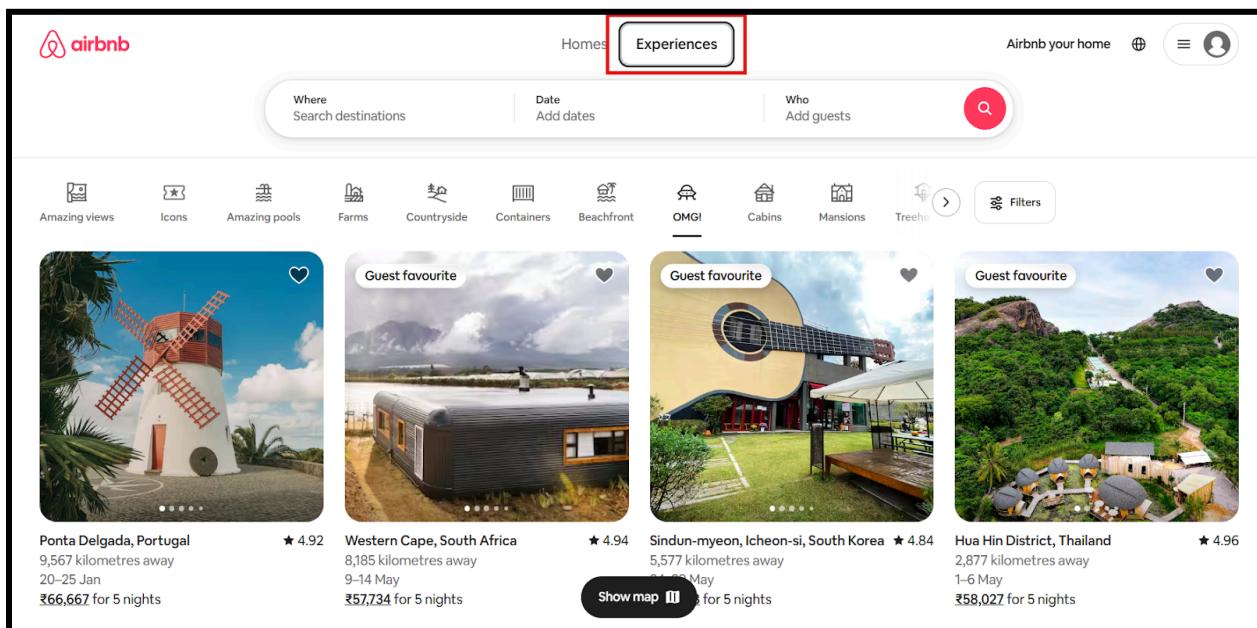
Description:

Users should not have to wonder whether different words, situations, or actions mean the same thing. Follow platform conventions.

Findings:

- Issue: There is one option in the website which is “Experience” that is not that much needed in this website.

- Screenshot 4:



- Recommendation: Standardize the name of the icon so that it can clearly resemble what it provides.

Heuristic 5: Error Prevention

Description:

The system should prevent problems from occurring in the first place.

Heuristic 6: Recognition Rather Than Recall

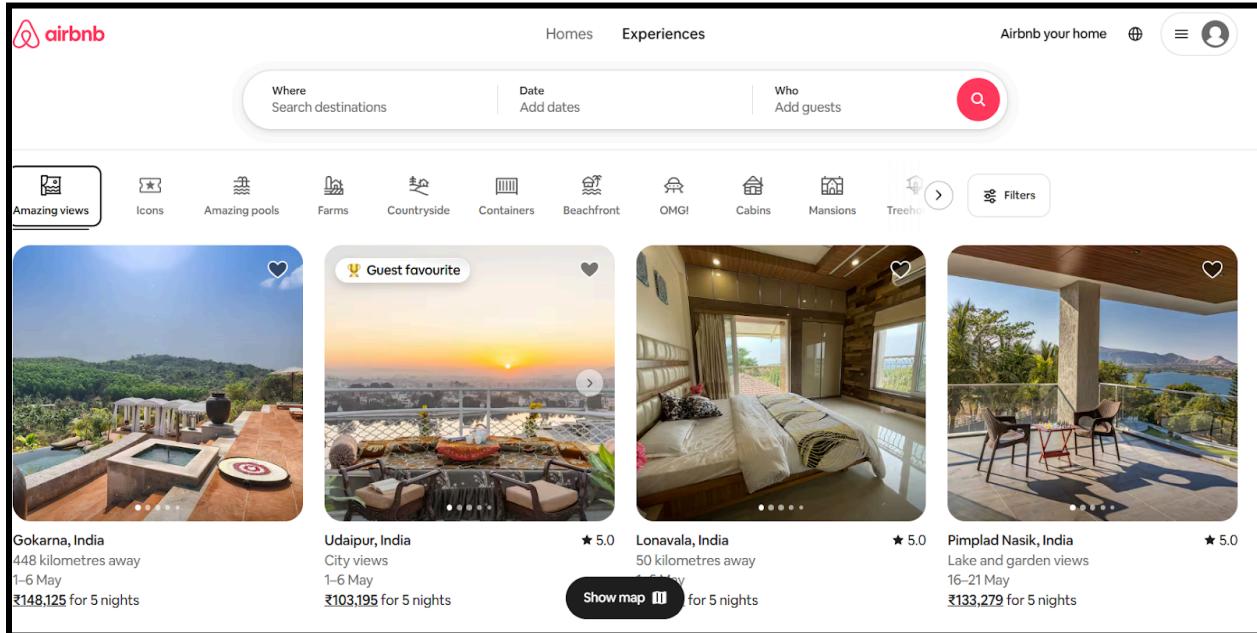
Description:

Minimize the user's memory load by making objects, actions, and options visible.

Findings:

- Issue: The website must contain a option about local destinations and outside country destinations making it more user friendly.

- Screenshot 6:



- Recommendation: The problem can be solved by making this option language friendly for all users.

Heuristic 7: Flexibility and Efficiency of Use

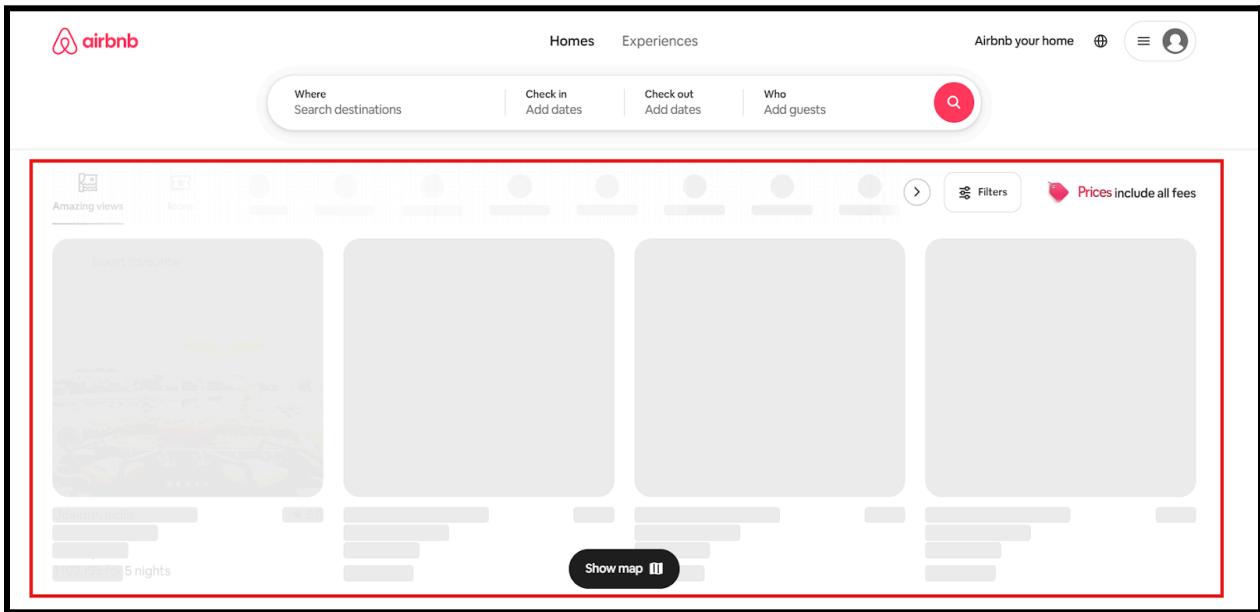
Description:

Accelerators—unseen by the novice user—can speed up the interaction for the expert user, while still providing easy access for the novice.

Findings:

- Issue: The loading time of website is more than expected. Which leads to extra buffering.

- Screenshot 7:



- Recommendation: The options like “Army”, ”Navy” ,”Air Force”, must be placed at the main menu making them more appearing and usable.

Heuristic 8: Aesthetic and Minimalist Design

Description:

Dialogues should not contain information that is irrelevant or rarely needed. Every extra unit of information competes with the relevant units of information.

Findings:

- Issue: Null

- Recommendation: Streamline the homepage by removing unnecessary links and focusing on key actions, such as the new schemes launched by the government that benefit the ministry and its users, the projects they are working upon and also how they utilized the budget given by government to them. Moreover , it must provide user friendly experience.

Heuristic 9: Help Users Recognize, Diagnose, and Recover from Errors

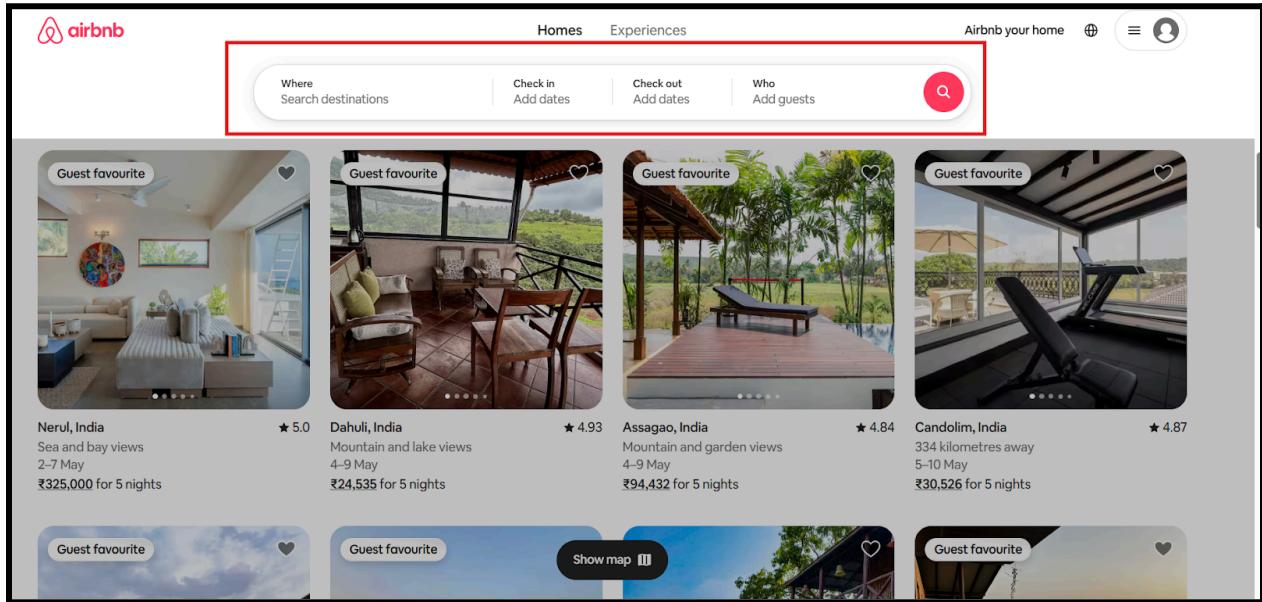
Description:

Error messages should be expressed in plain language, precisely indicate the

problem, and constructively suggest a solution.

Findings:

- Issue: There is not dedicated search bar for the website.
- Screenshot 9:



- Recommendation: It should provide some suggestion related to the keyword making it easy for the user to find what they are looking for. It should also show some message whenever the user puts wrong keyword.

Heuristic 10: Help and Documentation

Description:

Even though the system may be designed to be used without documentation, it may be necessary to provide help and documentation.

Findings:

- Issue: There is no easily accessible help or support section in the website like chatbot or customer care contacts making it difficult for the user to connect with the technical team.

- Screenshot 10:

Nerul, India
Sea and bay views
2-7 May
₹325,000 for 5 nights

Dahuli, India
Mountain and lake views
4-9 May
₹24,535 for 5 nights

Assagao, India
Mountain and garden views
4-9 May
₹94,432 for 5 nights

Candolim, India
334 kilometres away
5-10 May
₹30,526 for 5 nights

- Recommendation: Include a "Help" or "FAQ" section prominently in the website that provides the useful help for the user whenever they find any difficulty related to the website.

Chapter 4

Task Flows & Sitemap

4.1 Task Flows

- Define step-by-step user interactions for:
 - Adding income/expenses.
 - Setting financial goals.
 - Generating reports.
 - Managing budgets.

Create an Account

- 01 Open the app and tap on "Sign Up" 
- 02 Enter email/phone and create a password 
- 03 Verify identity via OTP or email confirmation 
- 04 Set up profile with name and travel preferences 
- 05 Accept terms and conditions 
- 06 Land on the app dashboard 

SET TRAVEL PREFERENCES

- 1 Choose preferred travel style (adventure, luxury, etc.)
- 2 Select destinations of interest or dream locations
- 3 Enter tentative travel dates
- 4 Set your travel budget range
- 5 Choose preferred transportation and accommodation types
- 6 Save preferences for personalized recommendations

Discover Destinations

View home screen with top destinations and deals

Use the search bar or category filters (beach, mountains, cities)

Apply filters like budget, duration, and ratings

Explore destination cards with photos and highlights

Click to view full destination details

Save or shortlist places to a wish list

TRACK & MANAGE YOUR TRIP

1

Access the "My Trips" section on the app

View upcoming trip details and itinerary

2

3

Track live updates for flights and bookings

Get reminders for check-in, activities, or events

4

5

Option to modify or cancel bookings if needed

Contact support or leave a review after your trip

6

SUBMITTING A REVIEW

1.

Access Review Section:
After a stay, flight, or activity, the user navigates to a section for reviews (e.g., "My Trips," "Past Bookings," or a specific item's page).

2.

Select Item to Review: The user chooses the hotel, flight, or activity they want to review.

3.

Provide Rating: The user assigns a star rating or uses a similar scale to indicate their overall experience.

4.

Write Comments: The user enters their written feedback and comments about their experience.

5.

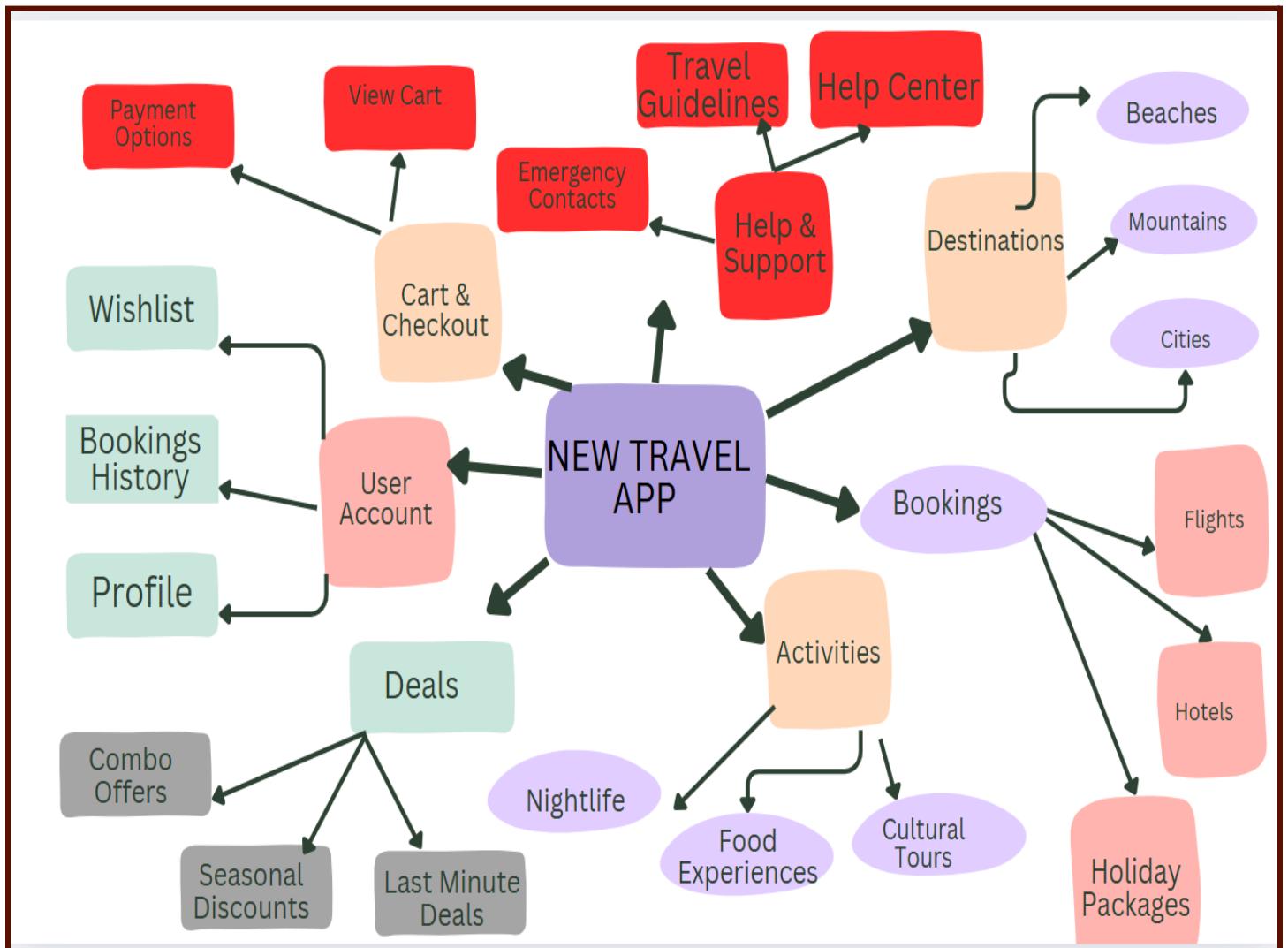
Add Media (Optional): The user might be able to upload photos or videos to accompany their review.

6.

Submit Review: The user taps a "Submit" or "Post Review" button to share their feedback.

4.2 Sitemap

- Structure of the application (Dashboard, Expense Input, Reports, Goal Tracking, Settings)



Chapter 5

Wireframes & Interactive Prototype (Figma)

5.1 Low-Fidelity Wireframes

<https://www.figma.com/file/qnteolnXaaklxnBX99eiup/EEL-Mini-Project?node-id=0-1&t=3ufMhVmLWw6o6Gnx-1>

5.2 High-Fidelity Prototype

- **Link to the interactive prototype.**

<https://www.figma.com/design/qnteolnXaaklxnBX99eiup/EEL-Mini-Project?node-id=0-1&t=3ufMhVmLWw6o6Gnx-1>

Chapter 6

Style Guide (UI Components, Typography, Color Scheme)

- **Typography** (Primary & secondary fonts).

Base Value: 16 Scale: 1.25

61px
3.812rem

heading

49px
3.062rem

heading

39px
2.438rem

heading

31px
1.938rem

heading

25px
1.562rem

heading

20px
1.250rem

heading

16px
1.000rem

heading

13px
0.812rem

heading

10px
0.625rem

heading

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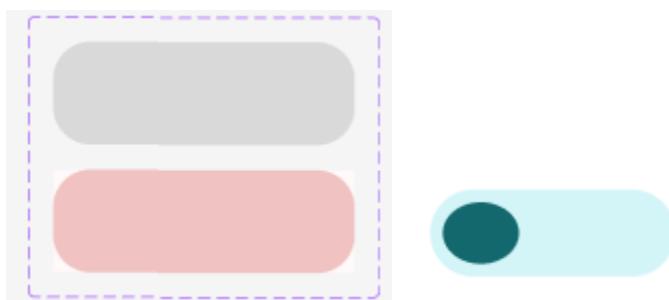
- **Color Palette** (Financially trustworthy colors like blue, green, neutral tones).

PRIMARY COLOR



#D4F5FB	10%
#B7EFF3	20%
#93E7ED	30%
#6EDFE7	40%
#4AD7E1	50%
#26CFDB	BASE
#20ADB7	60%
#198A92	70%
#136B6E	80%
#0D4549	90%
#0B292C	100%

-
-
- **UI Components** (Buttons, cards, tables, icons).



Chapter 7

Findings, Designs & Improvements

7.1 Key Research Insights

- **User-Centered Design is Crucial:** Users' needs, behaviors, and pain points should always be the focal point. Insights reveal that solutions built with empathy and alignment to user goals drive higher satisfaction and engagement.
- **Intuitive Navigation Enhances Usability:** A major finding from user testing is that users appreciate clear, intuitive navigation. Complicated menus and excessive steps to access key features result in frustration and increased task completion time.
- **Visual Design Impacts Perception of Trust and Credibility:** Users make judgments about the reliability of a product based on its design. Well-organized and aesthetically pleasing visuals lead to higher perceived trustworthiness, encouraging users to stay longer and complete more actions.
- **Mobile Responsiveness is Key for Engagement:** Many users access platforms from mobile devices. Research findings highlight the importance of responsive design in ensuring a seamless experience across various screen sizes, improving user retention.
- **Feedback and Interactivity Enhance User Satisfaction:** Providing clear, timely feedback—whether through animations, progress bars, or notifications—helps users feel in control and reassured about their actions, resulting in better user retention.
- **Pain Points with Onboarding:** Users often experience confusion and frustration during the onboarding process. Simplifying the steps, providing interactive tutorials, or offering tooltips at key moments can significantly reduce drop-off rates.
- **Personalization Increases Engagement:** Users are more likely to stay engaged when the platform tailors content or recommendations to their preferences. Implementing personalized experiences can significantly boost user satisfaction.
- **Consistency Across Touchpoints:** Users expect consistent design and functionality across different platforms (e.g., web and mobile). Discrepancies between platforms can lead to confusion and frustration.
- **Error Prevention and Recovery:** Clear error messages, alongside helpful recovery suggestions, reduce user frustration. Testing revealed that providing users with easy-to-understand solutions increases their trust in the platform.
- **Performance is a Major Factor:** Slow load times or delays in interactions are a key frustration point. Fast load speeds and responsiveness are crucial for maintaining engagement and reducing

abandonment rates.

- **Accessibility Matters:** Ensuring that the design is accessible to people with disabilities is not just a compliance issue; it significantly broadens the product's reach and improves the user experience for a diverse group of people.
- **Task Completion Efficiency:** The more steps it takes for users to complete a task, the more likely they are to abandon the process. Simplifying tasks and reducing friction points is essential for better conversion rates.
- **User Feedback Loop:** Continuous collection and analysis of user feedback should be integral to the design process. Insights gained from surveys, interviews, and usability tests help inform iterative improvements.

7.2 Final Design Showcase

- Screenshots from the **Figma prototype**.

7.3 Future Improvements

1. Simplify Booking Process

- **User Feedback:** Many users expressed frustration with the booking process, finding it too long and complicated.
- **Enhancement:** Streamline the booking steps by reducing unnecessary fields and providing a clearer, more intuitive flow. Implement a progress indicator to guide users through the process and make it feel less overwhelming.

2. Improve Search Functionality

- **User Feedback:** Users mentioned difficulty in finding specific destinations or activities, especially when using filters.
- **Enhancement:** Enhance the search bar with auto-suggestions, better filter options, and more precise categories (e.g., activities, travel packages, accommodations). Incorporate smart search that learns from user preferences to suggest relevant options.

3. Mobile Optimization

- **User Feedback:** Mobile users reported challenges with navigating the website on smaller screens, particularly in terms of layout and accessibility.
- **Enhancement:** Ensure the website is fully responsive and optimized for mobile devices. Consider adopting a mobile-first approach to prioritize performance, navigation, and readability on smartphones and tablets.

4. Faster Load Times

- **User Feedback:** Several users noted slow loading times, especially on pages with images or dynamic content like travel itineraries.
- **Enhancement:** Optimize image sizes and reduce unnecessary media or scripts that slow down page load times. Implement lazy loading for images to ensure faster performance.

5. Enhanced Personalization

- **User Feedback:** Users want more tailored content based on their preferences and past interactions.
- **Enhancement:** Use browsing history, preferences, and past bookings to offer personalized recommendations for destinations, hotels, or travel packages. Implement a recommendation engine that highlights options that align with the user's interests.

6. Clearer Pricing Information

- **User Feedback:** Some users found it difficult to understand the total cost of bookings, particularly with hidden fees or taxes.
- **Enhancement:** Provide clear, transparent pricing upfront. Include a breakdown of costs, such as taxes, fees, and additional charges, and offer a "total cost" estimate early in the booking process.

7. Enhanced Reviews and Ratings System

- **User Feedback:** Users expressed interest in more detailed reviews and ratings, especially regarding hotels, tours, and activities.
- **Enhancement:** Expand the review system by allowing users to filter reviews based on criteria like rating, date, or type of traveler (family, solo, business, etc.). Add more visual content, like photos and videos from previous travelers, to make reviews more engaging.

8. Better Travel Recommendations for Families & Groups

- **User Feedback:** Families and groups noted that they struggled to find suitable accommodations and activities that cater to their specific needs.
- **Enhancement:** Introduce filters or sections dedicated to family-friendly or group-specific travel options. Provide features like larger accommodation options, kid-friendly tours, and discounts for group bookings.

9. Enhanced Customer Support Accessibility

- **User Feedback:** Users have requested quicker access to customer support, especially when they encounter booking or payment issues.
- **Enhancement:** Introduce live chat support with AI-assisted responses for common queries and direct access to human agents for more complex issues. Also, ensure easy access to FAQs, contact forms, and customer service numbers.

10. Interactive Trip Planning Tools

- **User Feedback:** Many users expressed interest in having an easy way to plan their trips collaboratively with friends or family.
- **Enhancement:** Introduce an interactive trip planning tool that allows users to create shared itineraries, discuss activities, and make group decisions. Include a feature where users can invite others to vote on destinations, hotels, and activities.